Information requested by FTC staff re Barclay:

(1) Time required to make changes in advertising, assuming advertiser wanted (i.e., reasonably prompt) to do so:

	(a) Time to deliver final production materials to printer/publisher, etc.	(b) Time between delivery of production materials and public exposure	(c) Latest point for any changes (e.g., remove 1 mg, 99%)
ROP			
Supplements			
Weekly mags			
Monthly mags			
Other print			
POS			
Outdoor			

(2) Tearsheets of Barclay advertising (recent – e.g., last month) from newspapers around the country.

(3) List of kinds of studies B&W is likely to have about how Barclay advertising is perceived by the consumer, including those likely to be commissioned by or from new agency. Has PM conducted such studies re Barclay?

(Per FTC staff, "99% tar free" and "1 mg" are unacceptable. Staff still feels bound by its offer to B&W to consider deletion of all tar references.)

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Source: https://www.industrydocuments.ucsf.edu/docs/sydb0003